MARKETING & MEDIA Decisions

DECEMBER 1980 • $3.00

Selling marketing to top management

page 59

Market with a future: *retirement*

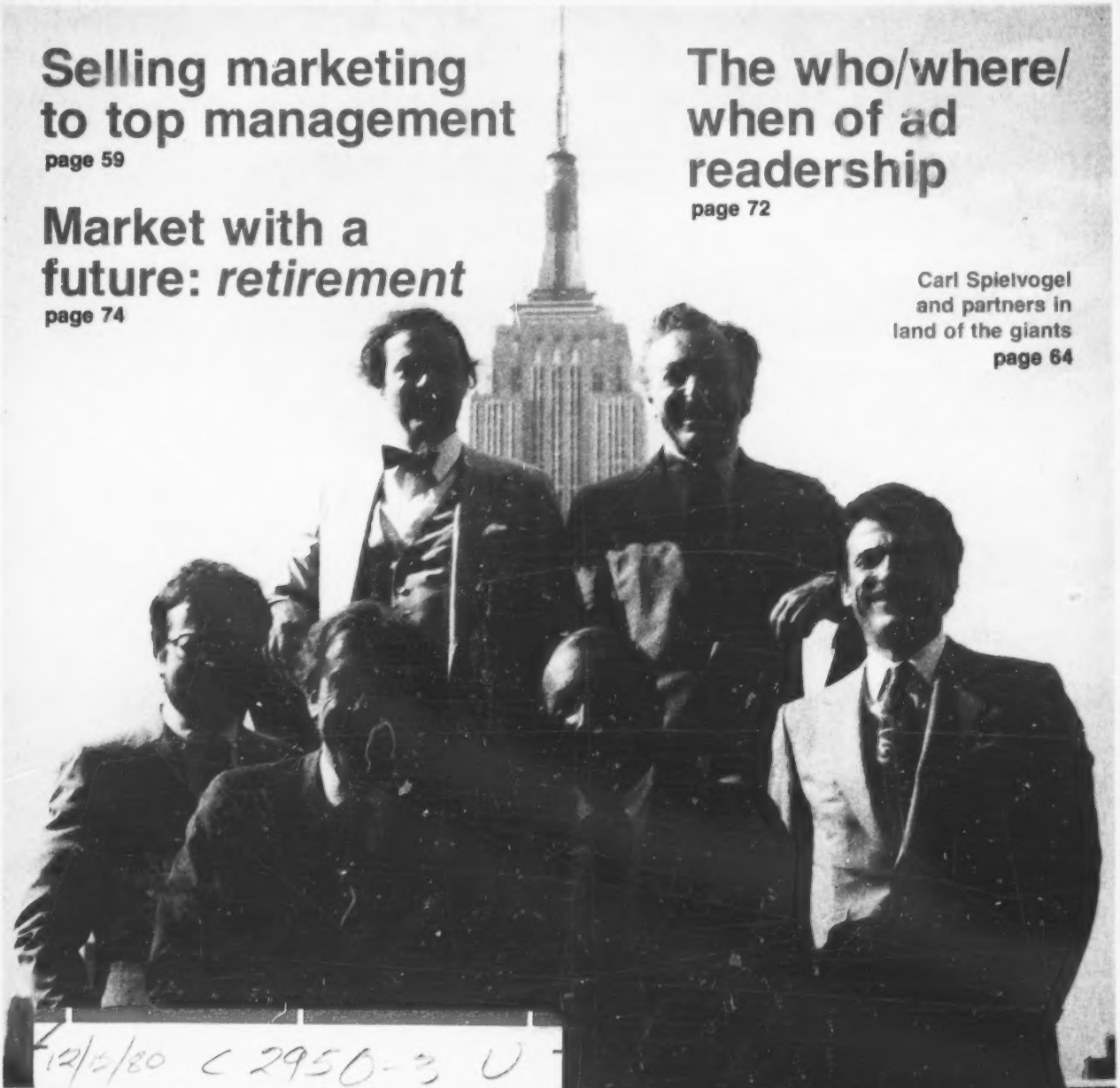
page 74

The who/where/when of ad readership

page 72

Carl Spielvogel and partners in land of the giants

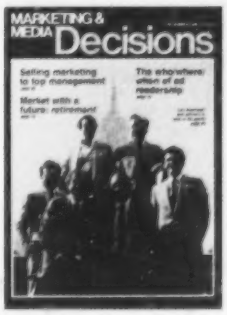
page 64



12/5/80 C 2950-3 U

MCNJ00219 41-NS- LK
-980- 0 -BR
JOS MCNALLY
CONGRESSIONAL INFO SVC
7101 WISCONSIN AVE NW
WASHINGTON DC 20014

BEST AVAILABLE COPY


MARKETING &
MEDIA Decisions
Selling marketing to top management
This who/where/ when of ad readership
Market with a future: retirement

CONTENTS

DECEMBER 1980, VOL. 15, NO. 12

Guest Editor Carl Spielvogel is chairman and chief executive officer of Backer & Spielvogel.

Features

59 Selling marketing to management
Are marketers short-sighted, status quo thinkers? Some top corporate managers think so, but marketers say there's simply a failure to communicate.

62 The boom in network radio
Aggressive programing moves are making radio networks a more effectively targeted demographic buy than ever.

64 Inside Backer & Spielvogel
The six principal partners of the new shop on the block talk about their operating philosophy and the future of the full-service agency business.

66 Marschalk's minicomputer man
Daryl Scott took some night classes and bought a computer for his company. The result: Marschalk is taking computer operations in-house.

68 The necessary medium
For many advertisers, the Yellow Pages are a basic, but they're also a nuisance to buy, some say.

70 Holiday Inn's media roadshow
The giant of the travel lodge industry dominates in market share and in media, spending 21% of total dollars. They must be doing something right.

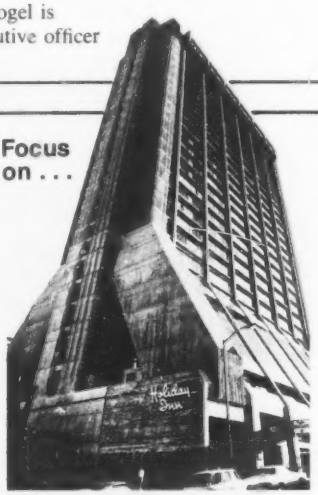
72 Readership studies, circa 1981
Wes Rosberg of Meldrum & Fewsmith offers his listing of publications to be surveyed next year.

74 A future in retirement
With more dual incomes and deferred retirements, marketers are taking a new look at this consumer segment.

135 Brand Report 60: Toys & Games
Spot tv is the major medium for sophisticated, expensive electronic toys.

145 Growth Markets of America
In the second of a series, we profile Portland, Oregon.

Focus on . . .



Holiday Inns Corp.
(page 70)

Robert Lauterborn, Intl. Paper
(page 59)

Sid Sax, Ryder Truck Rental
(page 68)

Departments

4 Focus on marketing
12 Cost trends
14 Quotes
17 Print beat
18 Broadcast beat
20 Newsmakers
32 New in media
36 Cablescan
38 Update
44 Futures
52 D.C.
166 Homework
168 Assignments
177 Mailbag
180 Guest Editorial

78 As We See It

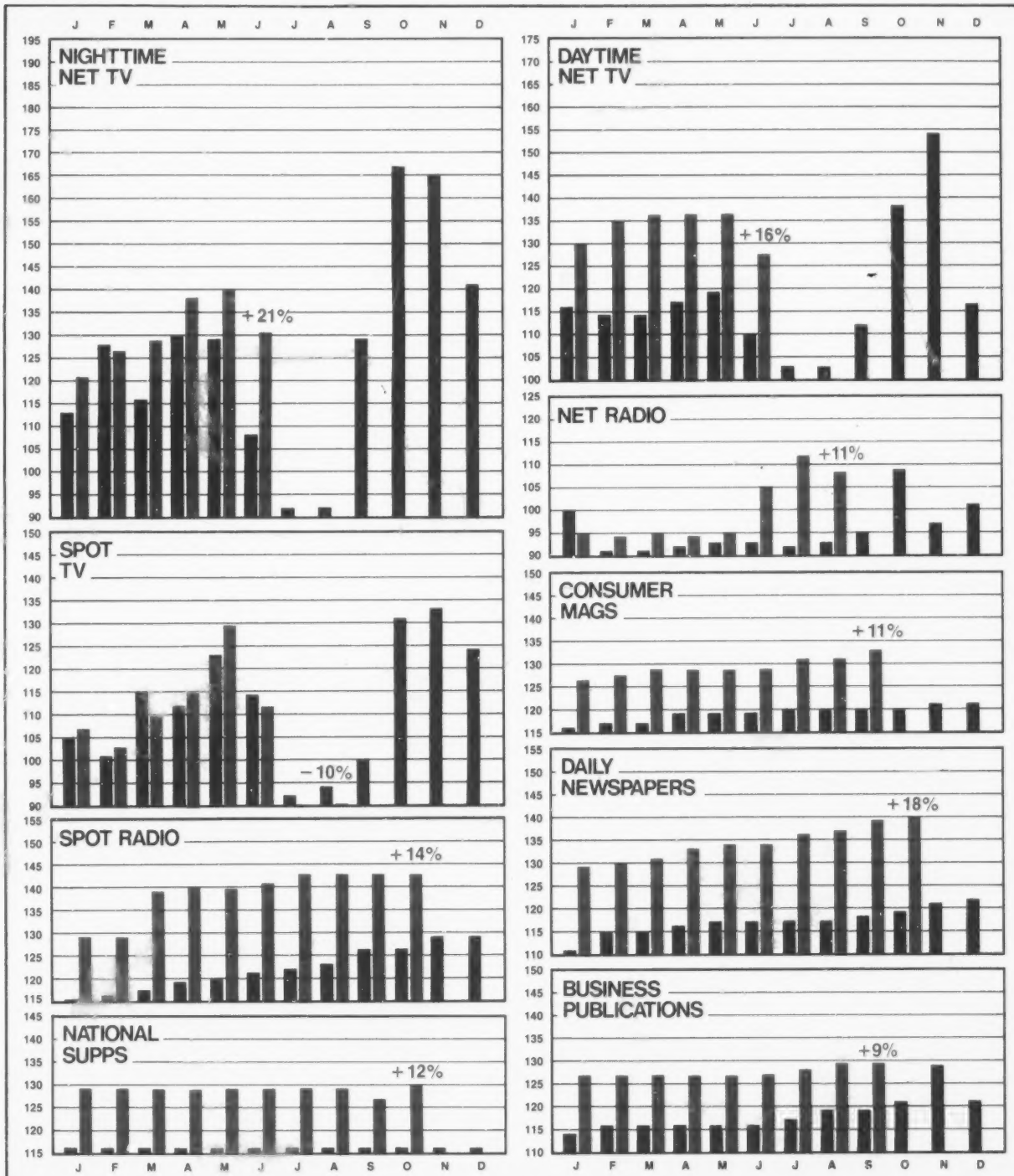
As They See It

80 Mediology
by Ed Papazian
86 Marketing
by Joe Ostrow
88 Radio
by Marcella Rosen
92 Newspapers
by David Tracy
93 Agri-media
by Tom Tiedemann
94 Research
by Phil Shiffman
95 Cable Etc.
by Sy Goldis
98 Magazines
by John Meskil
100 Out-of-home
by Dick Briggs
104 Television
by Steve Leff
105 Business Press
by Karalee Arrigo

MARKETING & MEDIA DECISIONS DECEMBER 1980, Vol. 15, No. 12 Copyright © 1980. Decisions Publications Inc. Published monthly. Executive, editorial, circulation and advertising offices at 342 Madison Ave., New York, N.Y. 10017, (212) 953-1888. **Available** without charge to key media personnel and others concerned with media decisions in advertising agencies and advertising companies. For others, subscription prices are: U.S.A. and Canada, $36 one year. Single copy $3.00. Overseas subscriptions are all paid at above prices plus $40 per year to airmail, if airmail is desired. Controlled circulation postage paid at Burlington, Vt. **Postmaster:** Send form 3579 to Marketing & Media Decisions, 342 Madison Ave,, New York, N.Y. 10017.

MEDIA COST INDEX

Black bars index for 1979; red bars 1980; base year 1977
Prepared by J. Walter Thompson Media Department



METHODOLOGY: The Media Cost index reflects industry reported trends extracted from available published sources. JWT Media Analysis utilized standard competitive report sources to develop comparable unit costs that reflected monthly cost trends by medium. Where industry competitive sources are unavailable, JWT sampled selected cost data from SRDS. Definition of the sources, universe, and media units used follows: *SOURCES*– **Nighttime Network TV**/BAR estimated commercial minute cost for *all* Night-time Network TV (6 PM to sign-off). **Daytime Network TV**/BAR estimated commercial minute costs for *all* Daytime Network TV (Sign-on to 6 PM). **Spot TV**/BAR CUME National Spot TV Report for estimated commercial minute costs for *all* national and regional Spot TV activity in 75 markets. **Network Radio**/BAR Network Radio Report used to estimate *all* three network (Excluding MBS) commercial minute cost. **Attention: Due to a change in BAR's source for commercial minute cost we are now using Jan. 1979 as a base for new index. Spot Radio**/JWT estimates based on reported SRDS cost of one minute on one station per market in the top 50 RADI markets. **Consumer Magazines**/JWT estimates based on reported SRDS cost of a P4/C for 30 national consumer magazines based on circulation. **National Supplements**

YELLOW PAGES:

A dim medium grows brighter

Lack of standardization has made the Yellow Pages hard to buy nationally. Problems persist, according to major users, but nearly all agree that the outlook is improving for this very necessary medium.

Advertising in the national yellow pages is like being married. You can't live with it and you can't live without it."

That attitude, expressed by Sid Sax, director of advertising and corporate communications at Ryder Truck Rental, sums up the opinion held by many large national advertisers using yellow pages — a rapidly growing — and improving — medium, but one that is still lacking in some respects.

The good news is that the yellow pages serve a function no other medium can match. It has the advantage of being an all-year medium that can direct consumers attracted to a brand by mass advertising to a local outlet where that brand is sold. It reaches consumers in the frame of mind to buy. In that sense, yellow pages is not so much a medium as it is a marketing tool.

The bad news, which annoys many large advertisers, is that the medium is a nuisance to buy.

Advertisers said the more than 6,000 yellow page directories lack standardization. Uniform ad sizes are just not there. A single ad often has to be remade dozens of times to fit size requirements of individual directories. Closing dates are a problem too, they said. The books' closings are scattered throughout the year, and as much as 18 months sometimes elapses before a scheduled ad appears in a directory. Regulations on what headings an advertiser can be classified under also vary from book to book. Variations even exist between books published by the same company, advertisers say.

Fred Smykla, executive director of the National Yellow Pages Service Assn. downplays those complaints. "I've never heard any advertiser complain about lack of standards, at least not to the extent that it is a problem. Each directory publisher makes his own regulations based on what the community needs. That's just the way it is done," he says.

Aside from the coordination problem, advertisers are worked up about graphic restrictions.

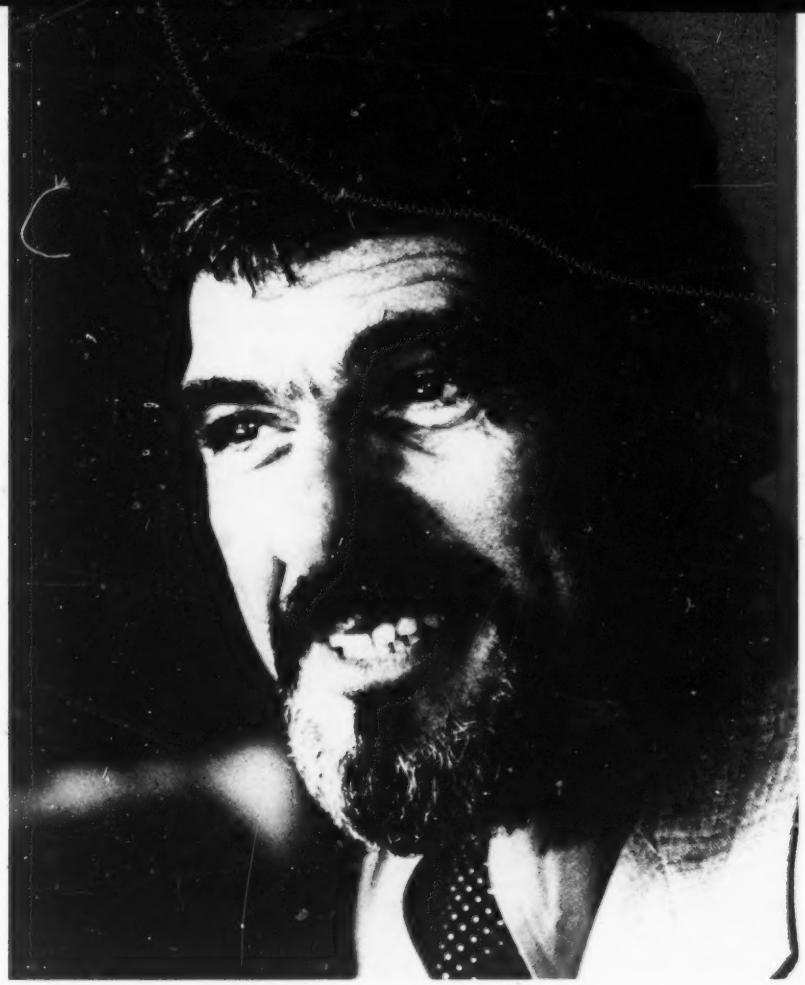
"The yellow page publishers tell you where to put your ads and what to say in them. They limit you in the size of type, amount of black space for reverses, size of border lines and even the kinds of words to use. Plus you can't do price advertising in them," said Sid Sax, who monitors the fourth largest ad budget in yellow pages at Ryder Truck Rental.

Echoing that complaint is Meg Jacobson, vp-advertising for Budget Rent a Car, the third largest yellow page advertiser. "They screen you for any heavy use of black type. They even wanted to screen our logo," she said.

Errors made in yellow page ads either by the printer or publisher also irk advertisers and their agencies.

"We're having a war on errors," said Jim Kline, president of American Tele Pages, a specialty ad agency for

"The yellow page publishers tell you where to put your ads and what to say in them," says Sid Sax of Ryder Truck Rental.



yellow pages. "There are just so many ridiculous errors. I've seen funeral directors listed under lawn equipment headings. The errors popping up are unreal and the agencies are really upset about it."

Difficulty in measuring a yellow page ad's effectiveness also is on advertisers' list of problems. Complicating the problem is the emergence of several independent neighborhood directories that take readership away from larger area directories, advertisers said.

For every complaint, there seems to be an answer. Uniformity in yellow page ads is lacking because of keen competition for business. The publishers don't talk to one another just as Macy's doesn't speak to Gimbels, one source said.

Graphics are restricted not to irritate the advertisers but to protect the reader from a hodge-podge of listings, directory publisher representatives said. They also claimed that errors are few and far between compared to the huge number of listings.

As for research problems, they said, the coming addition of coupon inserts in many books will help advertisers measure results.

Not all complaints are directed toward publishers. A controversial area is the emergence of agency seller representatives (ASRs) in the business. While the ASRs may be helping to increase advertiser use of yellow pages, and are recognized for that by the National Yellow Pages Service Assn., advertising agencies contend that the ASRs work for the publisher and leave the client out on a limb when complaints arise. ASRs also retain the entire commission, while a general agency splits the commission with a clearing house that represents the publisher.

National yellow page advertising also has suffered from a stepchild syndrome. Because advertising in the yellow pages requires a lot of detail work, ad agencies and their clients have focused attention on more glamorous work. But most said this situation is changing, if slowly.

An exception to that general rule is Kevin Keary, the enthusiastic head of a separate yellow page department at Doyle Dane Bernbach. His department has grown from two accounts in 1974 to more than a dozen now, including such big clients as Volkswagen and American Airlines. In 1981, Keary becomes president of the National Yellow Pages Advertising Assn., a group of agencies specializing in that medium.

Keary said he is concerned that agencies are setting up yellow pages divisions only to reap the profits. "Yellow page departments cannot be introduced and then casually put aside for implementation. That hurts the client. It takes dedication," he said. "That's why speciality agencies for yellow pages came into being."

Continued on page 114

Despite the concerns and gripes, national yellow page advertising is growing. It reached a record high in 1979 revenues of $28 million, up 17% over last year's $241.5 million, the largest one-year increase in its history, according to Fred Smykla, executive director of the National Yellow Pages Service Assn. He has projected that 1980 revenues will reach $350 million, a 24% jump.

One reason for that increase is a growing advertiser awareness that the yellow pages is the place to be because of the high cost of gasoline and the general ill health of the economy.

Improvements made in the medium itself might also encourage new advertiser interest. National advertisers can now advertise in as many directories as they want with only one contact, and one contract. Before, they were contacted individually by dozens of selling representatives. National yellow page advertising was fully computerized almost three years ago.

The emergence of demographics as a means of selling yellow page advertising is also helping to move the medium forward. For instance, health care industries interested in reaching an older population can segment their yellow page advertising.

Another means of segmenting is by advertising in the business-to-business yellow pages that are cropping up. General Telephone Electronics Corp. took out a full-page ad for its industrial lighting division in the Atlanta directory when that city split its yellow page directories into a consumer and commercial book, according to Peter Eder, director of corporate marketing communications.

Other more minor improvements include the growing use of coupon inserts, and maps with keyed coordinates within the ads. Four-color inserts are also in the works. A red color is already being used in typefaces for several advertisers. Many doubt, however, whether the additional color is an improvement. Yellow and black is the most outstanding color combination.

"If I were an advertiser, the first thing I would want is for everyone else to use red on yellow. Then my ad would stand out," Keary said.

Even without improvements, yellow page advertising would probably prosper. Budget Rent a Car's vp-advertising Meg Jacobson said Budget uses yellow pages because over 50% interested in car rentals use the yellow pages. Budget attributes 40-45% of its local sales revenue — excluding airport rentals — to orders generated through the 600 different directories it uses. Jacobson pointed out their yellow page program is so important to their business that the company "times the selling of franchises around the yellow page closing dates."

Budget is one of the few yellow page advertisers handling its program in-house, with five staffers implementing its $1.7 million budget.

Ryder Truck Rental also attributes a good deal of its business to the $1.5 million it spends in yellow page advertising. Sid Sax notes that 80% of their occasional, short-term rentals come from its yellow page ads, which represent one-third of the large truck rental firm's ad budget.

"About one-half of our fleet is leased to businesses on a long-term basis," Sax said. "It's the remaining business with consumers for local and one-way household moving that is impacted by the yellow page program."

Joe Comiskey, manager of advertising administration at American Airlines, also sings praises, noting how crucial the yellow pages are to his business. "It's essential for us," he said. "We couldn't do without it." ■

1979 national revenues for largest yellow page publishers

Southwestern Bell Telephone Co.	$44 million
General Telephone Directory Co.	$26 million
The Pacific Tel. & Tel. Co.	$22 million
Southern Bel Tel. & Tel. Co.	$21 million
New York Telephone Co.	$17 million
The Bell Telephone Co. of Pa.	$13 million
Mountain Bell	$12 million
Northwestern Bell Telephone Co.	$11 million
New England Tel. & Tel. Co.	$10 million
The Ohio Bell Telephone Co.	$10 million
Michigan Bell Telephone Co.	$9 million
The Chesapeake & Potomac Tel. Cos.	$9 million
Total national in top 12 directories	**$204 million**

Source: Marketing & Media Decisions estimates.

Twelve biggest national Yellow Pages advertisers

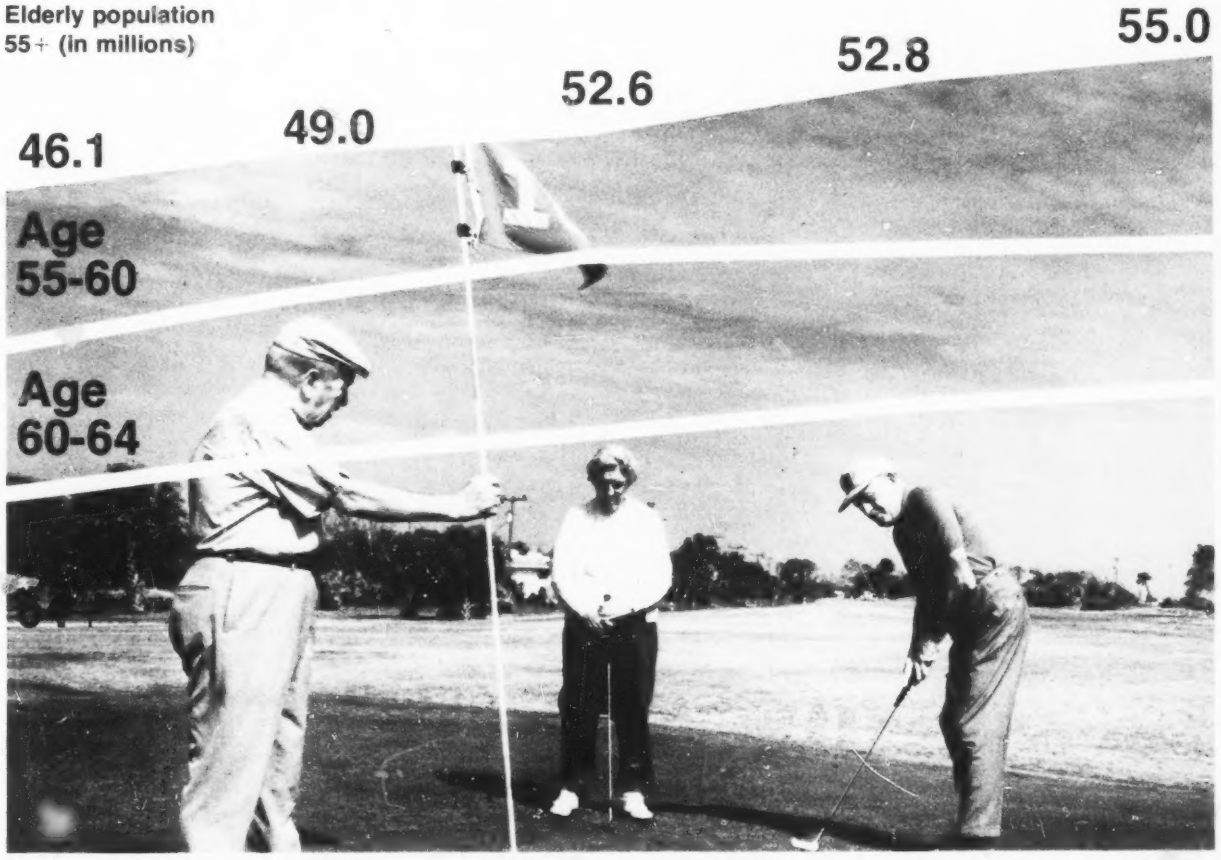
U-Haul	$ 4,200,000
Chevrolet	3,500,000
Budget	1,700,000
Ryder	1,500,000
Ford Motor	1,500,000
Chrysler	1,400,000
Bekins	1,200,000
Hertz	1,000,000
Pontiac	1,000,000
United Airlines	900,000
IBM — OPD	850,000
American Airlines	800,000
12 company total	**$19,550,000**

Source: Marketing & Media Decisions estimates.

MARKET WITH A FUTURE

Retirement

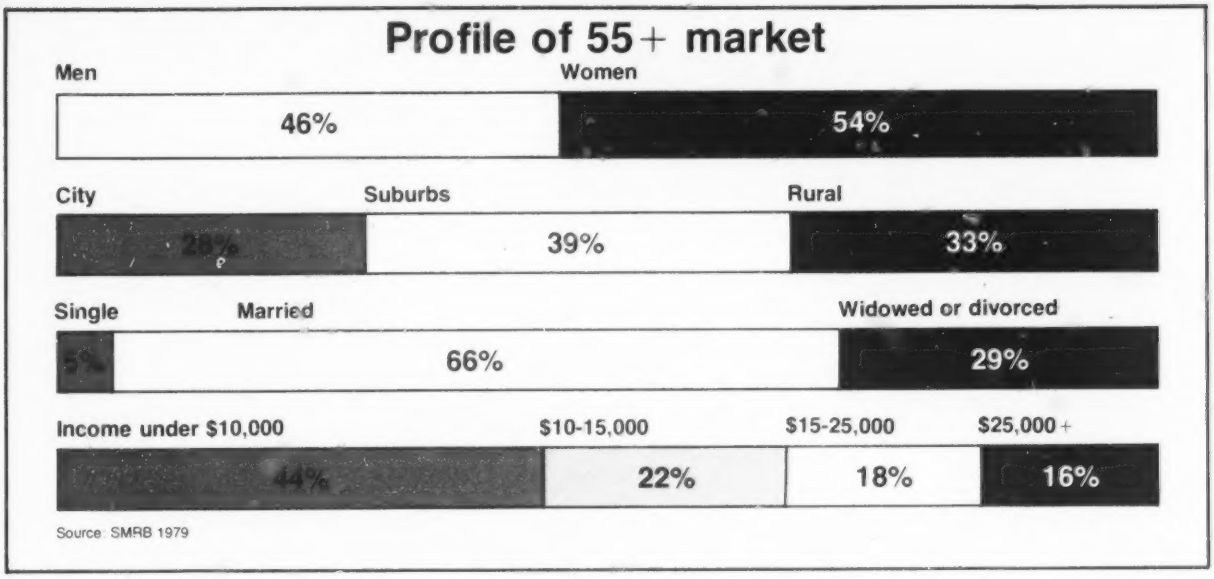
Many people now retire only partially, and delay quitting past 70. With high cost of raising children behind them and more dual incomes than ever, luxuries at home and travel abroad can be realized. Marketers are taking a new look at this segment.



	1980	1985	1990	1995	2000
Age 55-60	11.4	11.1	10.4	11.7	13.1
Age 60-64	9.8	10.6	10.4	10.3	10.1
Age 64+	24.9	27.3	29.8	30.8	31.8
Age 55+	46.1	49.0	52.6	52.8	55.0

Source: U.S. Census Bureau.

BEST AVAILABLE COPY



Researchers in agencies are busy evaluating the effects of the Age Discrimination Employment Act (ADEA), which became effective January 1, 1979. This Congressional measure extended the civil mandatory retirement age from 65 to 70 years of age.

How does the act change the thinking of marketers about the retirement market? In October 1977, *Decisions* pegged the 55-plus market at $200 billion a year, a picture that is certain to change with the addition of five years to gainful employment.

One example: the impact ADEA will have on Social Security and private pension systems, which in turn is tied in with the rate of personal spending by older people, and the general economy.

Emphasis currently is focused on the level of "discretionary spending" by many analysts of the 55-plus market. They tend to agree that the most noticeable effect will be added discretionary spending on non-essential items.

Included in the factors influencing trends in the 55-plus labor market, and reactions to ADEA, are:

- Inflation, which has eroded pensions, payments of Social Security and even savings to the point where many older workers will remain at work until 70 due to economic need.
- If health is good and the work interesting, the worker at 50 now has the outlook of 20 or more years of productive work.
- Employers, desirous of retaining older workers' expertise, will arrange for flexible working time and more recreational periods. There could be special sets of working periods for retirement prospects, with concurrent effects on media habits.
- The federal government may find it expedient to curb further escalation of Social Security benefits as well as payments out of employment income. Such a crimp in the Social Security system could further discourage early retirements.

Of course, contrary trends exist in the work place as well. One deterrent to older workers remaining on the job are unions, which have always urged membership to retire after 30 years or so, with pensions. The unions want younger members to get a crack at vacancies, and worry about layoffs in case of corporate retrenchment.

Some managements regard the "second career" and flexible hours concepts as disruptive, arguing that it's easier to deal with younger workers during times of change.

So, like any transition in general work patterns, this one is likely to produce controversy and cause sparks.

Where the agencies come in

In the last year, a number of agencies have analyzed the medium and upper-income end of the senior citizen market. Among those studying the importance of marketing trends here are Compton, Doyle Dane Bernbach and Kenyon & Eckhardt. Both Grey and Young & Rubicam have such studies in the works.

Compton and DDB each made 50 their take-off year, while K&E zeroed in on the 45-plus market.

However, none of the studies extend their outlooks to include research on the effects of legislation extending mandatory retirement age to 70.

The reason: it hasn't been easy thus far for agency researchers to talk top management into budgets for studying marketing prospects of population segments above and beyond 18-49.

Viewpoints on retirees

Nonetheless, a number of top researchers sounded off on the retirement market for *Decisions*.

Larry Light, executive v.p. marketing, research at BBDO has a knack for springing new marketing concepts and catch terms to go with them. He offered his latest thoughts on the retirement area:

"America is in the marketing age. The seller measures the message to the buyer not so much in terms of the elderly buyer's years, but rather in terms of his feeling that he's getting older — or staying younger.

"The up-in-years are being measured by a yardstick that's dated.

BEST AVAILABLE COPY

Elderly Audiences' Television Usage

(Index 100 is average for all adults)

Day Part	55-64 Total Viewers	55-64 Index	65+ Total Viewers	65+ Index
7-10 am	2,708,000	105	3,654,000	129
10 am-1 pm	2,862,000	100	4,229,000	130
1-4:30 pm	4,091,000	91	5,328,000	108
4:30-7:30 pm	7,777,000	118	8,854,000	122
7:30-8 pm	9,891,000	117	11,557,000	124
8-11 pm	9,466,000	105	10,421,000	105
11-11:30 pm	7,137,000	111	8,077,000	114
11:30 pm-1 am	2,546,000	103	2,643,000	97
Prime Time:				
M-F 8-11; Sat-Sun: 7:30-11 pm				
	9,400,000	109	10,330,000	108
Early News	11,546,000	112	10,680,000	93
Late News	8,806,000	101	7,803,000	81
11 pm-1 am	3,457,000	84	3,208,000	74

Both the 55-64 and the 65+ do their heaviest viewing in the early news time, primetime and late news. They dwindle in a big way after that. The daytime peak of viewing for the 55+ span is after 1 p.m. and toward the early news. The early news habit seems to be deeply ingrained with the older set.

Newspaper Usage By Age Segments

(Index 100 average for all adults)

	55-64 Men	55-64 Women	65+ Men	65+ Women
Reads Any Daily	110	113	104	97
Reads Sunday Paper	106	102	96	90

Heavy Media Usage Among 55 Plus

Medium	Number	Percent of 55-plus
Heavy magazine readers	4,762,000	11.0%
Heavy newspaper readers	8,483,000	19.0
Heavy radio listeners	6,506,000	15.0
Heavy tv viewers	12,775,000	29.0

Source: Simmons 1979 Study of Media and Markets. "Heavy" connotes top quintile.

"In keeping with the Age of Me, people have become interested in who they are, rather than in who they are not.

"We're now marketing to people who both act and think younger than their age might have formerly dictated.

"Instead of measuring people by physical attitudes, they're being measured by their 'sensitivity to feeling.'

"Americans are revolting against being quantified as just a number. They want their feelings to be known and evaluated. They don't want to be treated as a 70-year-old is supposed to feel — they want to be treated as a 70-year-old actually *does* feel.

"As people get older, they don't necessarily run out of money — they've got Social Security, pensions and profit-sharing.

"Marketers don't market to age, but to money. People who feel young will buy products that have comparable appeal to younger people."

Dr. Ruth Ziff, Doyle Dane Bernbach marketing director: "We've come to call the 50-to-70 span 'The Mature Period'. There are over 22 million women who, according to our agency's research, represent a growing market. They are active, with an assortment of interest. They're intent on pursuing the good things in life.

"For the marketer this offers an opportunity to place more interest on the needs of that age segment and above all talk through advertising directly to it about his products.

"It will be found that there are products that can be directed to their specific needs — like food, health, cosmetic items.

"Of essential importance to the marketer is the fact that about half of today's 'Mature Women' are employed outside the home and otherwise active outside the home. Likewise their media habits call for selective messages to which they'll respond."

Robert Morrison, Ted Bates senior vp-research director: "I've recommended to our management that we do an in-depth study of the impact on marketing of the fast growing population in the upper age brackets, with regard to income, lifestyle, tastes, new needs.

"Target of marketing by age seg-

Continued on page 124

ments is fast shifting and marketing should become posed for changes.

"Consumption of many products are becoming more popular with older groups and the marketer should address these segments. Their needs and product preferences are undergoing change.

Paul Moros, Compton Agency Marketing Director: "It took a little while for the 50-plus market to be recognized for its size, mobility, affluence and lucrative potential.

"It's become a hedonistic market. The tendency in advertising has been to treat this older population as not so interested in the better things of life as those on the lower age levels. Not so any more.

"Group sessions we conducted dissolved many preconceived ideas that people in marketing had of the elderly. We found that a great percentage of those in the upper 50's and 60's are available for lots of luxury items, expensive household appliances, furnishings and other items, products relating to their personal appearance.

"Our inquiry revealed that quite a number of men don't like the idea of retiring and that they feel their years of productive service and expertise have been nudged into a standardized level of retirement, despite differences from the norm.

"Our study also revealed that many men are worried about retirement in view of the eroding effects that inflation might have on their savings, outside income and their accustomed quality of life style."

Seymour Banks, vp-research Leo Burnett: Media and marketing have by steps come to look upon the 50 and 60-year olds as good prospects for quality products and services.

Now it's up to media and marketing to extend this recognition to the 65-70 group.

"It's a fundamental philosophy of marketing that there is no such thing as an absolute media choice. Target groups are flexible and so are audience composition.

"The age groups frequently marked off at introduction of new and expensive products have been the elderly on

Radio Usage By Format

(Index 100 is average for all adults)

	55-64		65+	
Format	Men	Women	Men	Women
Progressive rock	11	25	16	25
Beautiful music	158	153	138	118
Classical	148	73	60	75
Black	56	28	40	46
Country	97	86	99	80
Disco/contemporary	37	67	37	57
Middle of the road	114	140	119	126
News	156	151	163	140
Oldies	93	67	54	124
Religious/gospel	55	85	113	101
Top 40/soft rock	44	44	50	32
Contemporary	75	101	69	80
Talk	159	146	139	168

Top 10 Magazines By Percentage Of Market Reached

MEN	55+	55-64	65+
Reader's Digest	38.1%	41.2%	34.7%
Sunday	27.7	28.8	26.6
Parade	26.5	28.2	24.7
TV Guide	21.9	26.9	16.7
National Geographic	19.5	23.1	15.8
Better Homes & Gardens	12.9	15.3	10.3
Family Weekly	11.5	14.5	8.2
Newsweek	11.5	14.5	8.3
Popular Mechanics	10.6	13.8	7.3
WOMEN			
Reader's Digest	40.2	43.4	37.7
Better Homes & Gardens	27.6	34.2	22.3
Sunday	27.0	31.1	23.8
Family Circle	26.4	34.2	20.1
Good Housekeeping	26.2	31.2	22.1
TV Guide	25.4	28.8	22.6
Woman's Day	25.4	32.9	19.4
Parade	23.9	27.8	20.7
McCalls	23.7	28.0	20.3
Ladies Home Journal	22.7	26.6	19.5

Source: MRI Spring 1980.

the theory they haven't the necessary affluence and lifestyle. This has been found many times to be off focus, and marketers have missed potentially good areas."

George Cruikshank, vp-Morgan Guaranty Trust Co. of N.Y.: "Our trend newsletter recently noted that "severe inflation and changes in Government and corporate attitudes toward older workers are making retirement a less alluring prospect and that the '80's will see a rising participation rate of older workers in the labor force, because of the low birthrate in the last two decades.

"Well, any sharp swell or pressure in the national economy is of concern to the banking industry. We think that the growing presence of the older worker in the labor force has broad economic implications. Anything of such significance is of concern to the banking industry, which is certain to keep its eyes on that trend."

Allen Gottesman, Value Line marketing and advertising specialist: "The older peoples' role in the market place keeps growing by leaps and bounds, but manufacturing and marketing managers aren't fully aware of the marketing opportunities.

"The people at the ad agencies, with some exceptions, are 'waiting for it to happen'.

"The 55 to 70 circle is coming into a lot of spendable income for bigger ticket items in the open market, including fashions, out-of-home dining and recreations.

Product Usage By Elderly

(Index of 100 is Average of all adults)

Drugs	55-64	65+
Headache Remedies, pain relievers	97	91
Cold, sinus, allergy remedies	82	67
Indigestion remedies	104	105
Laxatives	122	146
Mouthwashes	107	110
Women's Personal Care	100	95
Complexion care products	87	89
Bath oil, other bath additives	88	91
Face creams and lotions	104	99
Dieting	98	81
Coffee		
Regular ground	107	95
Decaf, instant, freeze dried	120	120
Non-decaf instant, freeze dried	105	92
Liquor		
Domestic dinner/table wines	108	76
Port, sherry, dessert wines	121	86
Bourbon	100	64
Scotch	97	73
Rye or blended whiskey	109	78
Vodka	97	64
Travel		
Any domestic trip past year	99	73
Scheduled plan	103	69
Charter plan	109	48
Foreign trip past 3 years	105	84
Scheduled plane	118	60
Charter plan	132	68

Source: MRI Spring 1980

Publications for the elderly

Magazines and newsletters aimed at the pre-retirees and the actually retired and their married mates keep proliferating. More of them are making themselves available for advertising.

The general quality of the editorial content and production of the magazines continues to improve and the number of ad pages and diversity of products advertised have been increasing.

50 Plus, previously *Retirement Living* and before that *Harvest Years*, is the leader of the pack in circulation (around 200,000) and advertising (330 pages in 1979).

The name was switched to *50 Plus* on the theory that it is at least at the age of 50 that the male of the species starts taking an evaluative look at himself as to where he's been, where he is now and what he should be looking forward to from here on out.

50 Plus leans to articles involving money (taxes, Social Security, pensions and the like), Washington developments of concern to the retired, recreational and how-to narratives, and occasionally an exposé about the ripping off of Medicare.

A relatively newcomer to this roster of upper-age magazines is *Prime Time*.

The target audience is from 45 upwards, with at least an income of $40,000 a year, with literate appreciations and upscale tastes in products and services.

It had 30 ad pages in the October issue and 32 in the November issue. The ads predominantly deal with travel plus occasional liquor and cigarette brands. An automotive, Pontiac, joined the October issue.

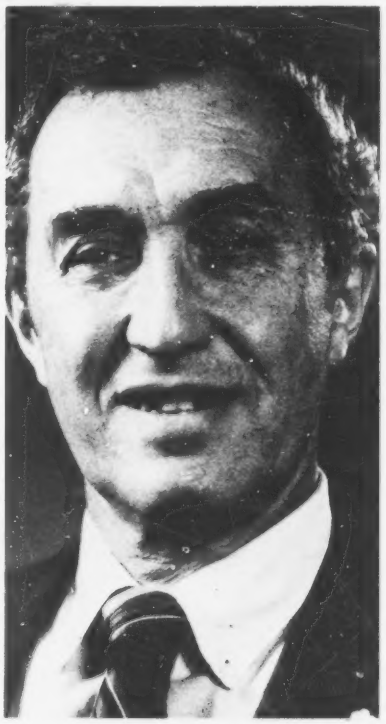
The field also has its own publishing combine, namely, the Maturity Group. It consists of four publications, which just this spring started taking advertising. The members of the group include:

Modern Maturity. Professionally put together. Controlled by the American Association of Retired Persons. Considers itself as having two markets: (1) those 55 and above contemplating retirement with incomes of between $25,000-$50,000: (2) AARP mem-

Dr. Ruth Ziff, Doyle Dane Bernbach marketing director: "There are 22 million upper-years women, who represent a growingly affluent market for personal grooming, dietary, recreational regimens, which are open to marketer response."

Larry Light, BBDO executive vp-marketing: "People want to work longer. For one thing Medicare has kept them younger."

Seymour Banks, Leo Burnett research director: "50 and 60-year olds are as prime prospects. Next step is to extend this recognition to the 65-70 bracket."



Paul Moros, Compton marketing director: "There's a hedonistic market in the upper age category, available for many luxury items."

bers, who are in the upper 60's with a median income of $12,581 and who are already retired.

Dynamic Years for working Americans in their middle years and likewise aiming at retirement. Editorial includes investment advice, keeping up with medical developments, and nostalgic articles.

NRTA JOURNAL, controlled by the National Retired Teachers Association, whose membership has an average income of somewhat over $11,000. Article titles in recent issues: "Father of Driver Training," "The Ince Cream Sister, "Plastic Surgery That Mends", "The Land Longfellow Loved".

AARP News Bulletin, delivered to 14 million association members. Seems to have extensive national coverage for retiree news, with Washington the center. The *Bulletin* is a 12×14 newspaper like format.

There are also a few "senior citizen" newsletters scattered around the country, two of them in California and one in New England.

Reporter's comment

The old pro who researched and wrote this article has long passed the traditional retirement period. His 50th year in broadcast media is but a few months away. A few comments on the aptitude of media decision makers for guiding the elderly into their proper marketing niche:

Marketers are a hardy and resourceful breed but the chances are they may not find the general run of agency planners and buyers as flexible as they'd like in adjusting their targets to include the upper age groups as prospects for many of the quality and high ticket items that appeal to the younger generation.

These planners and buyers are themselves relatively young. They grew up with tv and their interest in media tends to be oriented to the 18-39 creed.

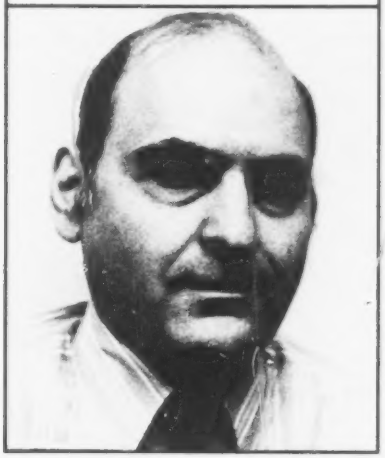
The element of youth has nourished and activated their sense of fulfilling the client's objective, often regardless of whether this was befitting.

They talk about the elderly having problems of adjustment. The young people seem to have an adjustment problem of their own when it comes to evaluating their newly affluent elders.

Ben Bodec

AS THEY SEE IT

MEDIOLOGY
by ED PAPAZIAN



Through-the-book studies still seem valid

A lot of people seem to feel that the through-the-book method for measuring magazine audiences may have seen its best days. Others disagree, but while the debate rages on and on, it's curious that no one has published a historical review of the numerous through-the-book studies conducted since the 1950's to see how they are actually trending. I've just finished a rather extensive review of such data for over one hundred magazines included in more than 30 studies conducted by Politz, Nielsen, Simmons and Audits Surveys since 1954. The results are interesting and I'd like to share some of them with you.

First, it is clear that the through-the-book method, produced incredibly consistent reader-per-copy estimates for the old mass magazines. For example, in 19 studies between 1954 and 1972 *Life*'s male reader-per-copy (RPC) ratio averaged 2.4 and the maximum deviation on the high or low side was only 8%. In other words, the highest men RPC level for *Life* in one of the Nielsen studies was 2.6 while the lowest (2.2) occurred in three of the early Politz surveys. And nine of the 19 studies produced precisely the average result (2.4).

The same degree of consistancy occurred with *Life*'s women RPC ratios. In 20 studies during the same period, the average finding was 2.2. Once again, the largest deviation was a high of 2.4 in one of the Nielsen studies and a low of 2.0 in two Politz surveys.

The findings for *Look* and *The Saturday Evening Post* were equally consistent and this was also the case for the large women's service magazines, *The Reader's Digest* and *TV Guide*. As more selective publications were included in the total audience studies in the 1960's their levels quickly stabilized after a few surveys, except in a number of situations mostly featuring books with very small circulations, or those with changing formats.

The first really significant changes appeared in the mid seventies. In 1974, Simmons abruptly aborted his annual syndicated study. When it was resumed under new management, the results were somewhat different. This is demonstrated graphically by the large table on next page, which traces women's reader-per-copy levels for the seven large women's service magazines from 1954 to the present day.

As the data shows, except for the 1963 Neilsen study, there was relatively high stability in the findings, until 1974. Since that time, six of the seven books have improved their reader-per-copy ratios. As the table also indicates, however, once these new levels were established, they too have become quite stable.

A lot of magazines seem to have been affected by the mid 1970's phenomenon, while others show no change at all in their through-the-book findings. For example, *Esquire* was averaging about 4.5-4.9 men readers-per-copy, until the 1974/75 Simmons study dropped it to 2.2. Since then it fell well below the 3.0 level until it was eliminated from the through-the-book measurements. *Business Week* is another case in point. Until the mid-seventies its typical men RPC ratio was about 5.5. Then, suddenly, it dropped to the 4.0 level and, in one study fell as low as 3.7. On the other hand, magazines like *Car Craft, Forbes, Guns & Ammo, Hot Rod, Field & Stream, The National Geographic, Sports Illustrated, Newsweek, Time* and *U.S. News & World Report* have maintained their male RPC figures throughout the past decade.

Women reader-per-copy ratios have also varied from book to book. As we have noted, there has been a general tendency for higher RPC levels among the women's service magazines (*BHG* excepted) since 1974. This is also true for *House & Garden, House Beautiful* and *Glamour*, but magazines like *Cosmpolitan* and *Vogue* do *not* seem to have been affected.

It is difficult to explain some of these fluctuations. The increase in reader-per-copy rates for the women's service field may reflect the fact that some of these magazines trimmed their circulations and women who once bought copies may have continued to read them via the pass-along process. The addition of extra issues by *Family Circle* and *Woman's Day* does not appear to have impacted on their reader-per-copy rates, but there is reason to believe that the growth of the working women's population and expanding interests of women generally, may be a factor. Women RPC levels are up for magazines like *Sports Illustrated, Sport, People, Psychology Today, Forbes* and *Newsweek* but, on the other hand, this is not the case for *Time, U.S. News & World Report, Business Week, Fortune* or *The New Yorker*.

Other speculations revolve around a host of unsubstantiated theories and assumptions. One holds that some of the earlier total audience findings may have been "controlled" artificially by certain through-the-book researchers — to keep them stable. I find this rather difficult to accept, and the results themselves seem to deny it. If a researcher intended to control the data, why would he allow any "bumps" to appear? Also, similar findings recur in surveys by *four* companies, not one. Were they all in on it? I doubt it.

Another theory is that the public at large is more aware of surveys and may be responding differently than in the past. This too seems spurious. If it was true that respondents are behaving differently — in some way distorting the findings, why isn't this evident in other surveys — for tv or radio, or newspapers, or in the many marketing and copy testing studies, political and public opnion polls etc.?

A more likely explanation involves a combination of factors. First, real changes have occurred in some of the publications that were affected. Second, when a new trend develops — such as the smash success of *People* and *Cosmopoliton* or the introduction of new classes of magazines (*Self* and *Savvy; Working Woman* and *New Woman* etc.), this may impact on *other* magazines. Third, under new management, SMRB may be running its operation differently. This may involve a myriad of elements ranging from sampling, to interviewing procedures, quality control, the size and length of the questionnaire etc.

Last, but not least, the public's tastes may be changing. The reader-to-copy rates for certain classes of magazine (*Golf, Tennis, Automotive* etc.) seemed to be softening in recent through-the-book studies while they indicate more interest in *People*, for instance.

A lot of critics have cited the number of magazines included in the through-the-book surveys as a negative factor. Once they got up to the 60+ level this seemed a reasonable complaint. Several recent studies that measure only a dozen or so magazines (or less) have produced generally higher RPC levels and this was true in some of the older Politz and Audit & Surveys studies in the 1960s. But the last

Women reader-per-copy estimates for seven womens service magazines in through-the-book studies: 1954-1980

Researchers	Year	BHG	Fam. Circ.	Good House.	LHJ	McCalls	Red Book	Wom. Day
Politz	1954	2.3	—	2.3	1.9	1.9	—	—
Politz	1954/55	2.3	—	—	—	—	—	—
Politz	1958	2.4	—	2.1	1.9	1.8	—	—
Nielsen	1960	2.2	—	2.1	1.9	1.8	—	—
Nielsen	1961	2.2	1.5	2.2	1.9	1.8	—	1.5
Nielsen	1962	2.1	1.6	2.2	1.9	1.9	—	1.6
Politz	1962	—	—	—	—	1.9	—	—
Simmons	1962	2.1	—	2.2	1.9	1.7	—	1.5
Politz	1963	—	—	—	—	2.1	—	—
Simmons	1963/64	2.1	1.5	2.2	2.0	1.7	—	1.5
Nielsen	1963	2.5	2.1	3.0	2.3	2.1	2.0	2.0
Politz	1964	2.3	1.7	2.4	1.9	2.2	2.2	1.6
Simmons	1964	2.1	1.5	2.4	1.9	1.7	2.0	1.6
Simmons	1965	1.9	1.4	2.2	1.9	1.7	1.7	1.5
Simmons	1966	2.1	1.6	2.4	1.9	1.8	1.9	1.6
Politz	1966	2.3	2.1	2.5	2.0	2.1	2.2	2.0
Simmons	1967	2.1	1.7	2.4	2.0	1.9	1.9	1.7
Simmons	1968	2.1	1.7	2.4	2.0	1.9	1.9	1.8
Simmons	1969	2.1	1.7	2.4	2.0	1.9	1.9	1.8
Simmons	1970	2.1	1.7	2.4	2.0	2.0	1.9	1.8
Simmons	1971	2.1	1.8	2.3	2.1	2.0	1.9	1.8
Simmons	1972	2.1	1.8	2.4	2.1	2.0	1.9	1.8
Simmons	1973	2.1	1.8	2.4	2.1	2.1	2.0	1.8
Autits & Sur.	1974	2.7	2.7	—	—	—	—	3.0
Simmons	1974/75	2.3	2.2	3.4	2.3	2.4	2.2	2.3
Simmons	1976	2.3	2.2	3.4	2.5	2.6	2.2	2.3
Simmons	1976/77	2.3	2.3	3.3	2.3	2.6	2.4	2.2
Simmons	1977/78	2.1	2.2	3.0	2.2	2.5	2.0	2.2
Simmons	1978/79	2.1	2.2	3.4	2.2	2.6	2.4	2.3
Simmons	1979	2.1	2.3	3.3	2.3	2.3	2.3	2.3
Simmons	1980	2.1	2.3	3.3	2.2	2.3	2.3	2.2

two SMRB ventures have reduced the number of through-the-book magazines considerably (down to just over 40) without materially altering their over-all reader-per-copy rates, so the evidence on this score is clouded, somewhat.

Even if the causes are not easily identified and may involve a number of elements, it seems clear that the through-the-book measures conducted by SMRB since 1976 are reflecting a changing scene in magazine audience dynamics. In many cases, there has been virtually no deviation from the pre-1975 era. In others, new levels were quickly established and since then have held quite consistently. In some situations the flux continues and the data may be just now reflecting this.

With this in mind an overview of the last few SMRB studies, presents a surprisingly stable picture. To determine this, I analyze the adult RPC levels for 48 magazines which appeared in at least three SMRB studies between 1976 and 1980. In each case I took the last three through-the-book measures available and contrasted the highest and the lowest figures. In effect, this produced the *maximum* range within which the RPC levels varied over a three year period. The results are, I think, interesting.

Over-all, the *maximum* variation for the average magazine's RPC level was 18%, but when the publications were arrayed by size (based on circulation) a considerable difference was apparent in the findings. As the table below indicates, small circulation magazines were much more likely to suffer from RPC bounces! This was especially evident below the 600,000 level but above that — up to those at the 1,800,000 circulation level — the deviations seem to plateau. As the larger books appear, the "bounces" drop to almost insignificant amounts. Demographic distinctions (I analyzed age and income) followed almost in step. The largest magazines, do not suffer much from the bounces that affect those under 1,200,000 and especially those under 600,000.

So is the through-the-book concept dead?

As far as I can determine, there is very little evidence to support the notion that this measurement technique is outmoded or so error-prone that it is no longer viable. If publishers insist on treating through-the-book measures as if they are audits (not surveys), examining their findings in minute demographic detail and expecting perfect consistency, their expectations are plainly unreasonable. You can't ignore sample size factors or the fact that actual charges may be taking place when dealing with such surveys.

Used and interpreted reasonably, however, the method seems to be just as valid as it was a decade ago — especially for magazines with circulations of a million or more. Below this, however, fluctuations and bounces occur. Small sample bases explain most of them.

New magazines also must play the game warily. Sometimes it takes several years to screen-in enough potential readers before the actual audience questions are asked. Changing formats or circulation levels are also a problem for the researchers. Here also, it may take a year or two for the studies to reflect their audiences properly.

Other methods, of course, exist and must pass the test of validity and logical expectations. I'm not saying that the through-the-book technique is the only way to go, but it does not seem to be producing generally nutty or wildly erratic data, as some of its critics have implied. While some of the data are perplexing, most of the findings are both reasonable and consistent. So I for one, see no reason to panic and abandon through-the-book unless a *better* alternative is developed. ■

How adult reader-per-copy levels varied for the last three available through-the-book SMRB studies (1976-1980)

Approximate Circ. level (000)	*Number of magazines*	*Maximum adult RPC deviation* (Avg. magazine)*
Under 600	6	37%
600-800	7	22%
800-1,200	8	23%
1,200-1,800	6	25%
1,800-3,000	6	10%
3,000-5,000	8	9%
5,000 and over	7	6%
All Magazines analyzed	48	18%

* Over a three study interval.

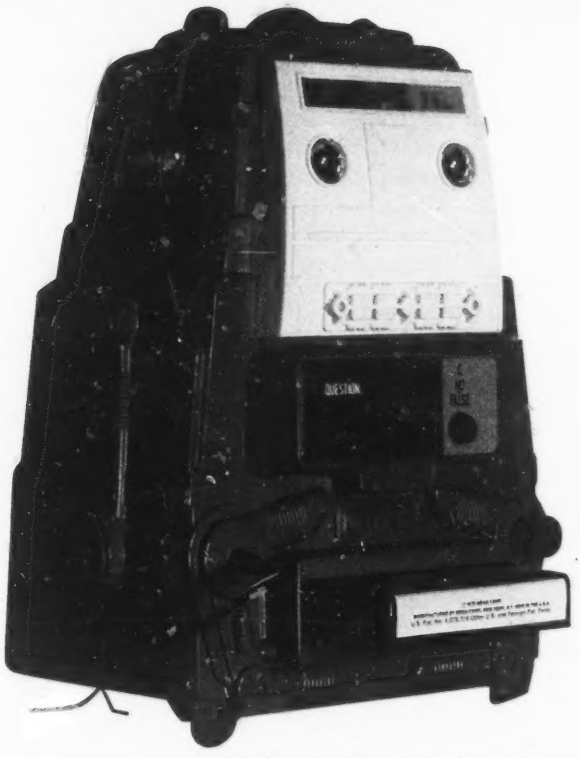
MARKETING
by JOSEPH OSTROW
exec. vp-director of communications services, Young & Rubicam.

Shorter tv commercials — panacea or problem?

The escalating costs of media, especially in relationship to television rates, continues to focus attention upon the utilization of shorter length commercial messages.

While there has been some abatement in these increases of late, rates continue to go up and thereby push advertisers and their agencies into a re-evaluation of the use of ten, fifteen or twenty second commercials. Supporting this consideration is the seemingly easy transition from sixty second to thirty second commercial lengths that has taken place over the last several years.

Additional support for the move to shorter length commercials comes from some analysis of commercial re-



Mego's educational electronic toy, 2-XL.

Brand report 60:

Toys & games

Toy companies are putting more money into spot television to sell the wide array of new electronic toys and games now flooding the market. But just how many of these sophisticated, high priced toys sell this holiday season is the big question. Industry executives are bracing themselves for a major shakeout, and manufacturers and retailers are tense.

There are robots programed to teach children history and math, board games that talk back to players, space ships equipped with electronic buttons and flashing lights and dolls that coo and squirm at a touch of a child's hand. There is an avalanche of hand-held electronic sports games, word games, chess, cards and backgammon. There's even an electronic horse, and auto racing.

Toys have, in short, undergone a dramatic electronic revolution. While Barbie and Ken and even Raggedy Ann are still selling well, the new battleground centers around electronic games and toys now flooding the market. A giant step up from battery operated items, electronic toys are run by microchip technology. The "miracle chip" is in a tiny computer which can perform a multitude of functions.

BEST AVAILABLE COPY

Toy companies introduced a rash of new electronic items in 1978 and 1979. Sales at the manufacturers' level increased by 300% last year. But sales this year may not be as spectacular. Industry sources say they are expecting a major shakeout in electronics this Christmas. Retailers, still stinging from a slow summer, have held back on orders and are waiting to see how inflation weary consumers respond to these toys, which range in price from $20 to $70.

While toy companies are starting to advertise year round, the fourth quarter remains the most important time. About 70% of all ad dollars are spent between September and December. Spot television remains the favored medium because advertising is tied to product distribution. Magazines are strong for preschool items with advertising directed toward mothers.

The industry has become much more sophisticated both in the products it produces and the marketing strategies it employs to sell those products. "Toys are different today because kids are different," said one toy marketer. "Children are exposed to more. They read magazines, watch television. They travel and they're inundated with information from many different sources. Toys have to reflect that. Toys are fun because kids are able to get a lot more out of them." One reason for the success of the electronic games, says this executive, is "kids are ready for them . . . they can handle them."

Electronic items have opened up the toy market to a broader and more selective audience. Toy companies are now directing their advertising to an audience ranging in age from four years to adult. More and more adults are buying games for themselves as well as their children. Also, parents today are more educated than previous generations and are more careful in the types of products they purchase for their children.

There are other factors affecting the industry. In a survey of the industry conducted a few years ago, *Playthings* magazine reported that toy volume has grown in proportion with personal income and not necessarily with child population. The study also stated that as "more women move into the work force, more children are spending more time with surrogate parents such as sitters and nursery schools. This must affect toy sales," said the magazine. "Separated or divorced parents who take care of children in turn or have visiting privileges tend to buy more presents, often in off-season periods."

Still, the Christmas season represents over 60% of toy sales. It also touches off a barrage of television advertising that one toy marketer calls "staggering. In the six weeks between Thanksgiving and Christmas, you'll see 60 or so manufacturers throwing everything they've got into the marketplace, They'll hit the tube, all looking for industry dollars." He noted that advertising of electronic games will be especially heavy this year since many of the items did not sell during the "impulse" or non-Christmas season. Also, two of the biggest electronic game companies, Mattel and Coleco are offering rebates, with purchases to spur sales.

The biggest advertisers in the toy and game category are Kenner, Mattel and Milton Bradley. These three spent about $25 million each in media last year and at least one of them, Milton Bradley, increased its budget substantially in 1980. The second biggest spenders are Hasbro, Ideal and Mego.

Top Game Advertisers in 1979

Games	Total	Magazines	Network tv	Spot tv	Network radio	Newspapers
Milton Bradley	$19,000,000	—	$ 354,000	$18,600,000	—	—
Parker Brothers (General Mills)	7,800,000	$336,000	6,000,000	1,400,000	—	—
Ideal	6,200,000	—	3,600,000	2,600,000	—	—
Hasbro	5,400,000	—	363,000	4,900,000	$157,000	—
Mattel	4,000,000	12,000	1,700,000	1,900,000	—	$450,000
Lakeside	3,600,000	—	124,000	3,500,000	—	—
Gabriel (CBS)	2,300,000	52,000	890,000	1,400,000	—	—
Total	**$48,300,000**	**$400,000**	**$13,031,000**	**$34,300,000**	**$157,000**	**$450,000**

Source: LNA/BAR/Media Records

BEST AVAILABLE COPY

Major Toy Advertisers 1979

Toys	Total	Magazines	Network tv	Spot tv	Network radio
Kenner (General Mills)	$18,000,000	$ 265,000	$10,800,000	$ 6,900,000	—
Mattel	13,000,000	354,000	7,100,000	5,500,000	—
Fisher-Price (Quaker Oats)	9,000,000	3,200,000	5,400,000	—	$460,000
Tomy	7,900,000	214,000	2,300,000	5,400,000	—
Hasbro (includes Romper Room toys)	7,800,000	—	610,000	7,200,000	—
Milton Bradley (Playskool)	6,800,000	617,000	435,000	5,800,000	—
Mego	6,200,000	—	1,200,000	5,000,000	—
Ideal	3,900,000	—	1,400,000	2,500,000	—
Sub-Total	**$72,600,000**	**$4,650,000**	**$29,450,000**	**$38,300,000**	**$460,000**

Sources: LNA/BAR/Media Records

This group poured about $15 million each into major media. Coleco, which is fighting Mattel for the number one spot in electronic sports games, doubled its ad budget in 1980 to $7 million and plans to spend "a lot more money in media," in 1981 to promote several new electronic and nonelectronic games, according to Michael Katz, vp-marketing.

Milton Bradley

The Springfield, Mass. toy giant is pushing the electronic and 24 nonelectronic games this Christmas as well as six items from its Playskool line. But perhaps its most interesting new toy this season is Milton, a saucer shaped memory toy which talks to the player. Milton's deep voice prompts players to complete sentences the game begins. The company hails Milton as the first "speech-synthesis" game and is hoping consumers will part with about $65 or so to buy the item.

Other MB games and toys include the Simon line which include Super Simon and Pocket Simon; there's also Avenger Intruder and Big Trac. In the Playskool division, MB will put ad support behind Alfie, "an amazing electronic robot" Major Morgan, Paramedic, Lincoln Logs, Toddler trucks and taxis, Bristle Blocks and Fetch-it Freddie. Freddie will be advertised on Captain Kangaroo and supported by local tv programs running during the week.

John Payson, executive vice president of MB Communication, the in-house ad agency, noted that the Milton Bradley game line will be advertised on primetime shows on all three networks as well as local all-family time. Some games will be advertised on Saturday morning network shows and local programs. Regular and electronic games will be advertised on such primetime shows as *Dukes of Hazzard, Eight is Enough, That's Incredible, Charlie's Angels, Three's Company* and *Chips*. The Playskool division will get an extensive print campaign in women's magazines.

Milton Bradley increased its ad budget $9 million last year to $26.6 million. The increase went almost exclusively to spot television. The electronic game division rose $2.4 million to $4 million, according to Leading National Advertisers. Regular games hit $13 million, up $3 million over 1978 and Playskool toys budget hit $7 million, up $2.7 million.

This year, the company is relying on more network television than in the past in order to build sales, according to Payson. One indication of just how aggressive MB has become is its budget for the first half of 1980 which hit a little over $6 million, according to LNA. That is $4 million over the previous year.

Major Doll Advertisers in 1979

Company	Total	Network tv	Spot tv
Mattel	$ 8,800,000	$ 3,900,000	$ 4,900,000
Mego	7,800,000	1,800,000	6,000,000
Kenner	6,000,000	3,400,000	2,600,000
Ideal	3,750,000	950,000	2,800,000
Total	**$26,350,000**	**$10,050,000**	**$16,300,000**

Sources: LNA/BAR/Media Records

Mego Corporation

Recovering from a bad year, Mego's ad budget will dip to between $10 and $12 million this year from almost $16 million in 1979. The company plans to trim its product line and concentrate its advertising on fewer items. The media buy will be "all television, . . . mostly spot," says Allan Chernoff, vp-marketing. The adult items which would include electronic games will get network tv.

Chernoff says Mego is "going back to basics in what made our business in the past." That means a heavier emphasis on licensed toys such as Mego's Black Hole line, Dallas, Chips and Buck Rogers. The company offers a line of Chips characters and a Dallas dart board which has J. R. Ewing's face on it. There's also Dallas card game.

Mego's major electronic toy is 2-XL, which was first introduced in 1978. A talking robot who tells jokes,

2-XL asks true or false and multiple choice questions, plays music and sings. He comes with a series of 8-track tapes and retails for $49.95.

Mego plans to tap a whole new market by pushing the educational nature of 2-XL. The company has introduced a new series of programs and supportive materials geared towards the needs of educators. The media strategy may include greater use of specialized magazines for educators, and a direct mail campaign. "The plan is the antithesis of television" says Chernoff.

Coleco

While its ad budget is substantially less than its competition, Coleco has nevertheless managed to grab 20% of the hand held and tabletop electronic game market. The fiercely competitive toy company is now second to Mattel in this category and plans to close that gap soon.

Michael Katz, Coleco's vp-marketing director, noted that the company is putting most of its ad dollars behind the successful Head-to-Head Sports games and the Play & Learn products. Of the five games included in Head-To-Head, baseball and football will receive the heaviest ad support. A hard-hitting, comparative advertising campaign pushes the electronic sports games, with Coleco stressing the advantages of its games over Mattel and other competitors.

The media buy includes top rated sports programs such as the World Series. The company also uses early and late fringe and primetime. To give its products added appeal to retailers and consumers, Coleco is conducting a major promotion with Ray-O-Vac Battery. The promotion is backed by a million dollar television campaign.

With its Play & Learn line, Coleco is concentrating on two products – Quiz Whiz, a computer question and answer game, and the Electronic Learning Machine. The latter product is a computer for children which "makes learning fun." It teaches math, spelling, music and also recites riddles. The Electronic Learning Machine is targeted towards the five-to-nine year-olds.

"We're using more network television this year for both our electronic and regular games."

— John Paysen, Milton Bradley

Coleco will also support its children's line of products with a major ad campaign. That line features Holly Hobby Oven, Merry Go Round Stroller, a new doll carriage.

Parker Brothers

The company that gave the world Monopoly, Risk and Clue is now firmly entrenched in the electronic game category. Two years ago it introduced Merlin, a hand held electronic game that offers six different games in one. Merlin featured Tic-Tac-Toe, and Blackjack 13. There's also Echo, a musical memory test, and Mindbender, a random-number strategy game. Magic Squares is a mind twister puzzle game in which the player must deduce the key to a pattern of flashing lights. Merlin also plays back scores of electronic tones programed by the player.

Another popular game is Stop Thief, which was also introduced about the same time as Merlin. Stop Thief is an electronic, detective board game which emits different sounds such as breaking glass, creaking floors and police sirens. The player uses these sounds to track the thief around the board.

New this year is Wild Fire, a hand held pinball game which retails for $40 to $50, Split Second, a multi-game system and Bank Shot, a hand held electronic pool game. Parker Brothers is still committed to traditional board games. It has introduced a few new games such as Ruff House and Can't Stop, a new dice game.

Robert Kelsey, director of marketing communications at Parker Brothers, says the ad budget is evenly split between the electronic and traditional games. The primary medium is net-

"In 1981 we will increase our program of new products. This will mean a lot more money in media."

— Michael Katz, Coleco

Fisher-Price creates an astonishing new doll. She giggles, coos, cries and even tries to talk to you.
Introducing Baby Soft Sounds.
There are no strings to pull. No buttons to press. Baby Soft Sounds is like no other doll you've ever known. Just pick her up in your arms and she makes a whole range of happy baby sounds. And she'll keep it up as long as you pat her or cuddle her or bounce her on your knee. Put her down and she fusses for more attention. And after a bit, she just quiets down. Now isn't that like a real baby?
The secret of Baby Soft Sounds is a remarkably sensitive electronic "voice box" that runs on one ordinary 9-volt battery. It produces gentle sounds that are astonishingly realistic, never tinny or harsh. And you can zip out the box, so you can pop her in the washing machine.
In fact, Baby Soft Sounds feels so soft and huggable in your arms, and has such irresistible eyes, you'd adore her even if she never made a peep.

Fisher-Price this year introduced Baby Soft Sounds, the first electronic doll. Backed by an extensive print and tv campaign, the doll is targeted towards mothers with children under six. Ads for a black Baby Soft Sounds appeared in the November issue of *Essence* magazine.

work television and the daypart is "kids time" or Saturday and Sunday early morning. PB also uses some network primetime and late night. "We use some print," says Kelsey, "and we also have special promotions. But the bulk of the money is in network tv. We believe in network television. It targets accurately for us and it offers an uncluttered environment for our products. Spot tv is more of a hodge podge. Network offers a better showcase for us and we've had a great deal of success with it." Most of the Parker Brothers games are aimed at an audience ranging in age from seven years to adult.

Mattel

The Hawthorne California based toy giant is one of the few major toy companies involved in both the programable home video systems and the hand held electronic toy and games. Mattel Electronics, which markets Intellivision, spent $2 million in major media for the first half of 1980. The high-priced home entertainment system was backed with a $200,000 magazine campaign, $880,000 in network tv and $300,000 in spot tv.

For its toys and games, Mattel spends its media dollars almost evenly between spot and network television with a small percentage in magazines. A big chunk of its money is going towards the eight new handheld electronic games it introduced this year. Mattel uses network tv, including sports programing, for its electronic sports games and also relies on special promotions. In one done with Gillette last year, the company offered a $3 rebate on its electronic baseball game if a customer showed proof of purchase of the game and Gillette razor blades.

Some of Mattel's new electronic games include Brain Baffler with eight word games; Horse Race Analyzer which allows players to plug in vital racing information to eliminate betting errors; and Computer Gin, which features liquid crystal display producing recognizable miniature cards on screen. There's also The Horoscope Computer which forecasts the future according to birth signs.

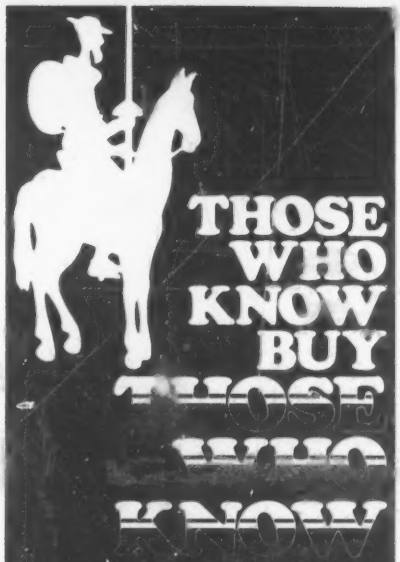
Mattel's Barbie doll is still a very strong item after 21 years in the market. And Barbie has benefited from the advanced technology in toys. Now her poses are automated with moving arms, legs and hands. This year Mattel introduced Beauty Secrets Barbie. The doll comes with a beauty kit that enables the child to brush and blow dry Barbie's hair. Barbie gets a spot and network television campaign with some Saturday morning and access time to make the doll visible to parents.

> **"Beauty Secrets Barbie comes with a blow drier for the doll's hair."**

Mattel also introduced Starr, a teenage doll aimed at girls six to 10 years old. Starr was created to fill a gap in the doll market, according to Fox. While there are baby dolls and adult dolls like Barbie, there were no dolls which captured a child's fascination with high school and teenage life.

Fisher-Price

Fisher-Price introduced two new electronic toys this year, both of which will get substantial ad support. The toy company brought out Baby Soft Sounds, the first electronic doll, and Alpha Probe, a space vehicle with an electronic sound system that signals "blast off" communications and red alert. It comes with a male and female pilot, a life support cable for space walking and docking, a Recon sled and a rocket power module.



Maybe that's why these leading advertisers are buying Caballero Spanish Radio...

American Airlines
Amtrak
Anacin
Avon
Black Flag
Budweiser Beer
Bulova Watches
Colgate Dental Creme
Comtrex
Coor's Beer
Eastern Airlines
Excedrin
Fab Detergent
Goya Foods
Greyhound
Gulf Oil
Irish Spring Soap
Kraft Foods
Libby's Nectar
Lipton Soup
McDonalds
Mazola Oil
Nabisco
Palmolive Liquid
Pampers
Quaker State Motor Oil
Raid
Reynolds Wrap
Soft'n Pretty
U.S. Army
Wrigley's
Zest

(Do they know something you don't know?)

NOTHING SELLS THE SPANISH MARKET LIKE SPANISH RADIO... PUNTO!

Caballero Spanish Radio knows because we are part of the Spanish market.

If you want to know more, call (212) 972-1019 and ask for Eduardo Caballero, or write to 410 Madison Ave., New York, N.Y. 10017

Baby Soft Sounds responds automatically to touch. When she's held, cuddled or patted she makes a range of happy baby sounds. Put her down and she cries and then quiets. The doll operates on an electronic voice box which can be easily removed to make her machine washable.

Both toys are advertised to mothers or women 18 to 34 with children under six for the doll and six to 11 for the space ship. The media plan involves daytime and late night network television. "Our primary thrust is daytime to reach the mothers at home," said Mary Lou Benjamin, vp-assistant media director at Waring & LaRosa, Fisher-Price's agency. "We use late night to reach working mothers."

Baby Soft Sounds is getting a heavier print campaign than Alpha Probe. Full page, four-color ads and two-page spreads are appearing in several women's magazines. The list includes *Better Homes & Gardens*, *Family Circle*, *Good Housekeeping*, *McCall's*, *Redbook* and *Woman's Day*. A black Baby Soft Sounds is advertised in *Essence* magazine.

Milton Bradley is marketing electronic robot called "Alphie" and Fetch-it Freddie.

Hasbro Industries

Despite the hoopla surrounding electronic games and toys, Hasbro has stayed away from the category until this year. "We wanted to make sure when we entered electronics, we did it right," said Steve Schwartz, vp-marketing director at Hasbro.

And the right item for Hasbro is the Snoopy Playmate, an electronic game aimed at the preschooler. Snoopy acts as an organ which records and plays back music. It's also a memory game. It retails for $39 to $49 and is being backed by a two-tier ad campaign. Commercials are directed towards children via the Captain Kangaroo tv show and towards parents of preschoolers via primetime network television.

Other items getting strong ad support from Hasbro are Fresh & Fancy, a cosmetic set where girls make up their own cosmetics and then apply them; Ruff Truks, a totally steerable truck with a stick shift controlled by the driver; Hungry Hungry Hippos and Quick Jump It's a Skunk, two 3-D skill and action games. Hasbro also brought out this year Sewesy, a sewing machine for preschoolers and My Puppy Puddles, a toy puppy which actually drinks and wets.

Ruff Truks is getting a spot tv campaign with spots running 7 to 9 a.m. and 3 to 5 p.m. Monday through Saturday. The other items are getting spot tv campaigns plus Captain Kangaroo. "We did not use print this year," said Schwartz. "We felt it was more important to put the money into television to establish the line. Now that the line is established and we have a good base to build from, we can go back into print."

The marketing director noted that Hasbro, which spent $15 million in 1979, according to LNA increased its ad budget by 20% in 1980 to total $18 million. The budget will go up another 20% in 1981, according to Schwartz.

Ideal

Despite a bad 1979, Ideal's ad spending is up slightly for the first half of 1980. Last year the company put 64% of its $14 million ad budget into spot television and the remainder into network. All media dollars went into spot tv for the first half of this year.

Ideal also introduced some lower priced toys, including a new doll called Pretty Curls, a game called Alligator and auto racers entitled Guzzlers. The toy company is turning to cable tv Entertainment & Sports Programing Network for its new electronic game, Flash.

Cheryl Lechten